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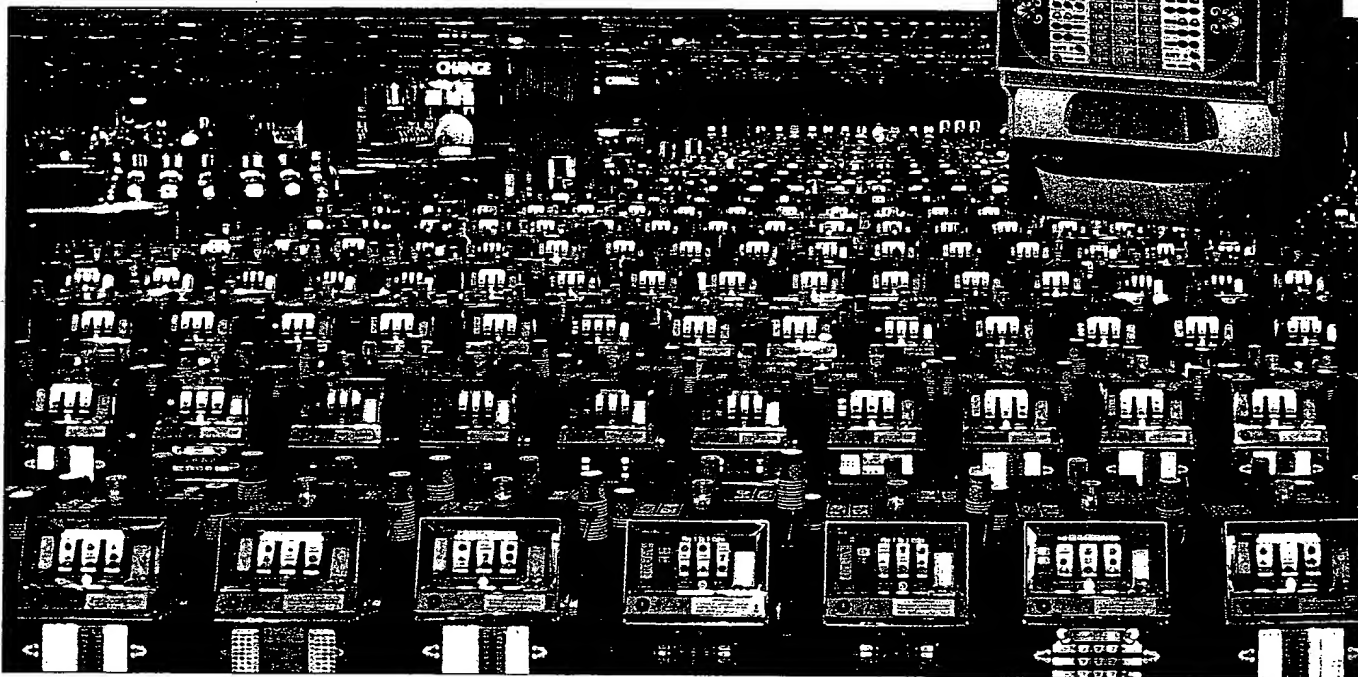
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# Atlantic City

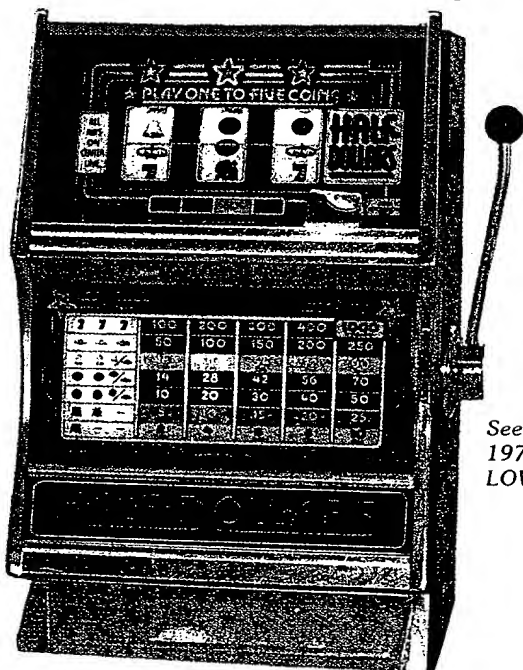
33 Thousand Slot Machines  
33 Million Tourists Annually

Bally 1976  
1114  
LOW BOY



The J.P. Seeburg Corp. of Chicago, originally a major manufacturer of coin operated pianos in the 1920's and later juke boxes and arcade rifle ranges, introduced a line of slots in 1973. Patterned after the Bally, their electro-mechanical slot had a limited impact on the Nevada market. In 1978, when Resorts International opened in Atlantic City, Seeburg was given a large order.

Realizing the tremendous earning power of slots which they were producing, Bally Manufacturing entered the casino business during 1979 with the opening of Bally Park Place in Atlantic City. Like an Iowa cornfield, rows upon rows of Bally LOW BOY machines extend almost as far as the eye can see.



Seeburg  
1973  
LOW BOY

## Atlantic City Hotel Casinos 1978-1988-1996

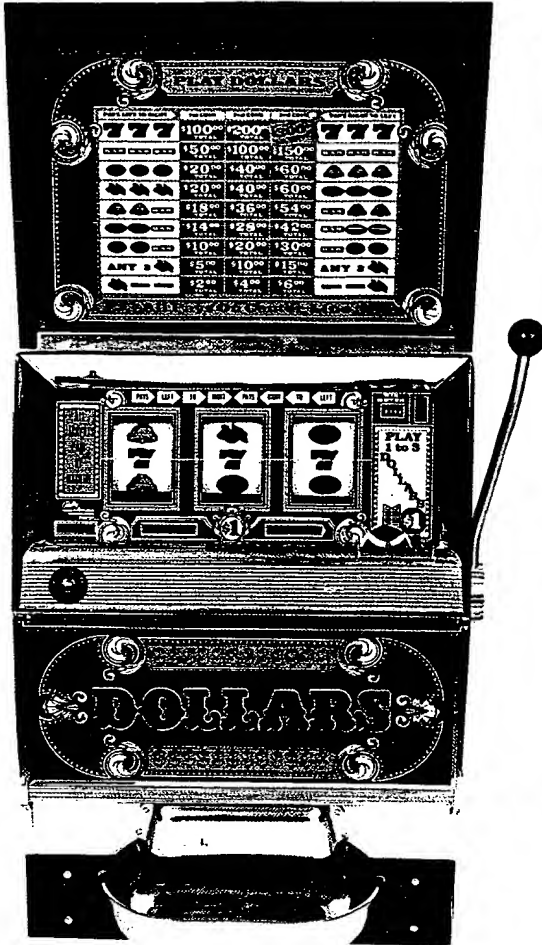
Hotel	Rooms	Date Opened	No. of slots		
			'82	'88	'96
Resorts International	668	5/78	1,749	1,672	2,350
Caesar's Atlantic City	649	6/79	1,359	1,689	2,787
Bally's Park Place	1265	12/79	1,607	1,669	2,331
Sands (Brighton)	533	8/80	970	1,438	2,616
Harrah's Marina	750	11/80	1,308	1,708	2,507
Bally's Grand (Golden Nugget)	518	12/80	1,196	1,357	1,824
Atlantis (Playboy) (Closed 5/89)		4/81	1,434	1,397	
Clardge	504	7/81	843	1,239	1,821
Tropworld (Tropicana)	1014	11/81	1,502	2,368	3,179
Trump Plaza	904	5/84		1,666	4,223
Trump's Castle	728	6/85		1,661	2,339
Showboat	800	3/87		1,672	3,609
Taj Mahal	1250				3,799
			11,968	18,879	32,786

In 1993 there were no nickel machines in 6 out of the 12 casinos. Instead, 11 of the 12 casinos had \$100 slots. In 1996 the average earnings per slot was \$80,096. By 1997, the slot win rose to an unprecedented 69% of the total gaming win.

Casino Association of New Jersey

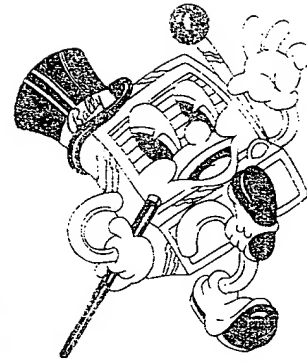
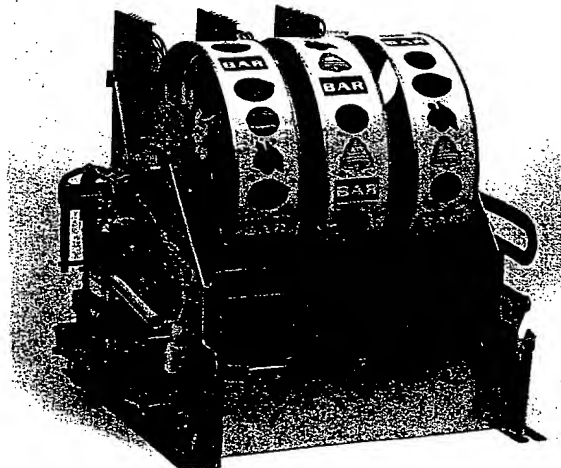
New Jersey Casino Control Commission

Bally 1975  
1090



## Dollar Play Surges

The secret of the sensational dollar machine play is the high frequency of pays and the abundance of small jackpots coupled with up to a 97.5% payout. The two most popular dollar slots are the 1090 above, a 3-coin multiplier, and the 1088 3-COIN BUY. Both of these machines are the backbone of modern carousel play.



### Significant Bally Slot Machines 1963-1981

Year	Model Name	Description
1963	742 Money Honey	3-reel, 1-coin
1964	785	3-reel, 1-coin progressive
1965	791 Side-By-Side	Two 3-reel, 1-coin machines siamesed
	808 Double Up	3-reel, 2-coin multiplier
1967	809	3-reel, 5-coin multiplier
1968	815 Liberty Bell	4-reel, 1-coin
	831	3-reel, 3-line pay
1969	847 Continental	4-reel, 6-coin multiplier, pays both ways
	873	3-reel, 5-line pay
1970	889	3-reel, 3-line pay, progressive
1971	922	3-reel, 5-line pay, progressive
1972	937 Lucky Twin	5-reel, operates as two 3-coin multipliers
1973	950 Big Shot	4-reel, 3-line pay, progressive JP only
	952	4-reel, 5-coin multi., progress.
	988 Deluxe Progressive	4-reel, 3-line pay, progressive
1974	1005	3-reel, 3-line pay, 15-coin multiplier
	1008 Deluxe Multiplier	4-reel, 6-coin multiplier
	1019 Big Win	5-reel, 6-coin multiplier
	1034 Lucky Sevens	3-reel, 6-coin multiplier
1975	1044 Gold Rush	3-wide-reel, 3-line pay, western symbols
	1077 Bounty	3-wide-reel, 3-line pay, fruit symbols
	1088	3-wide-reel, 3-coin buys-a-pay
	1090	3-wide-reel, 3-coin multiplier
	1091	3-wide-reel, 3-line pay
	1096	3-wide-reel, 5-coin multiplier
1976	1102	3-reel, low boy, 1-coin dollar JP only
	1112	3-reel, low-boy, 5-coin multi.
	1113	3-reel, low-boy, 3-coin buys-a-pay
	1114	3-reel, low-boy, 3-coin multi.
	1115	3-reel, low-boy, 3-line pay
1977	1128 Medalist	5-reel, 3-coin, plays as three machines
1980	1202	5-reel, 3-line pay, progressive
	1203	4-reel, 3-line pay, progressive
	E1208	4-reel, 6-coin multiplier
	E1209	3-reel, 5-coin multiplier
1981	E1212	3-reel, 5-line pay, pays both ways
	E1224	3-reel, 3-line pay, pays both ways
1982	2000E Sound Machines V Video Machines	E models with sound effects Video reel machines with animation

The Series E microprocessor slots, the sound and the video machines are available in most of the previous models. These new lines are designated with an E, V or a 2. The 1090 would become an E1090, a V1090 or a 2090E.